



LA CROSSE COMPOSITE SQUADRON
Civil Air Patrol – Wisconsin Wing
United States Air Force Auxiliary
2906 Fanta Reed Road
La Crosse, WI 54601



February 2, 2017

Andrea Richmond
Chairperson
La Crosse Regional Airport Board
2850 Airport Drive
La Crosse, WI 54601

Re: Civil Air Patrol proposal to hold a Waffle Breakfast and 5K Airport Fun Run

Dear Chairperson Richmond,

The purpose of this letter is to propose, and seek approval for, the use of airport facilities to support a one-day fundraising event for the Civil Air Patrol. This La Crosse Composite Squadron would hold a waffle breakfast combined with a 5K Airport Fun Run on Saturday, September 9, 2017.

The day would begin with a morning 5K Fun Run/Walk. We have met with Mr. Thorp and have reviewed the potential of using runway 04/22 for a portion of the run. While there are administrative and operational requirements we must meet in order to make this happen, we believe such an event is possible. We also see this event as a win/win opportunity for both CAP and the airport. Civil Air Patrol benefits from being able to raise funds for our organization as well as increasing awareness about CAP. At the same time, we will be able to expose hundreds of people to the La Crosse Regional Airport, some number of whom have never experienced the airport before in any capacity as well as the collateral awareness raised from the marketing of the 5K and the breakfast.

During the same morning, we would hold a waffle breakfast, similar to the breakfast previously held by the La Crosse Flyers Club. We have met with Becky Brockman of the La Crosse Flyers and gathered information about the event the Flyers previously ran. We intend to use the same model the Flyers Club has used in the past of hiring a commercial provider to run most of the breakfast event while non-food tasks are handled by volunteers.

We estimate that the run will attract 250 runners and that the waffle breakfast will attract an additional 400 people (not including the 250 runners). CAP would cover expenses related to the Fun Run and the waffle breakfast. CAP personnel and supporters would provide manning for both the breakfast and the Fun Run. We have personnel in our unit with experience in operating Fun Run events.

Civil Air Patrol is an independent non-profit organization. As a CAP squadron, the La Crosse Composite Squadron is responsible for raising all the funds necessary to conduct our annual operations. These operations require \$8,000-\$10,000 per year. While CAP is the official auxiliary of the Air Force; CAP squadrons do not receive any direct financial assistance from the Air Force or from CAP except for reimbursed flying missions and some capital assets such as vehicles.

This means that CAP squadrons, like ours, must independently raise funds. Having a signature event such as the 5K Airport Fun Run & Waffle Breakfast would go a long way to meeting the fundraising needs of our squadron. Meeting these needs would allow us to continue to perform at historically high levels. The La Crosse Composite Squadron was named the top cadet squadron in the state, beating out 20 other squadrons, in 2010, 2011, 2013, 2014, and 2016. This is a largely unprecedented string of awards for a CAP squadron to earn.

We look forward to the opportunity to work with airport management in designing and operating this event, and we appreciate your time and the board's consideration. Please feel free to contact me with questions. I can be reached either by phone at 608-633-1496 or email at tmandel@cap.gov. I also will plan to attend the Board meeting when this item is on the agenda.

Sincerely,

Todd Mandel, Major, CAP
Commander